

end location on the map, and selecting the set of content items based on geographic locations associated with the one or more content items and are relevant to one or more of the start location on the map and the end location on the map. The operations can also include receiving path data defining directions from the start location on the map to the end location on the map, and selecting the set of content items based on geographic locations associated with the one or more content items are relevant to path data.

In a third aspect, one or more non-transitory machine-readable storage media store instructions that are executable to perform operations including identifying a portion of a map for presentation on a device, identifying a set of content items in which each content item is associated with a geographic location that is presented in the portion of the map, determining, for a given content item from the set of content items, an adjusted value of the given content item based at least in part on a base value for the content given item and a set of adjustment factors for one or more other content items in the set of content items, selecting one or more of the content items from the set of content items based on the adjusted value and bids associated with the one or more content items, and providing, over a network and to the device, data that present the selected content items on the portion of the map presented at the device.

Various embodiments can include some, all, or none of the following features. Determining an adjusted value of the given content item based at least in part on a base value for the content given item and a set of adjustment factors for one or more other content items in the set of content items can include determining the base value as the value of displaying the particular content item in the absence of other displayed content items, identifying a first geographic location associated with the given content item, identifying a set of second geographic locations associated with the one or more content items, for one or more of the other content items identifying a given second geographic location of the set of second geographic locations and corresponding to the other content item, determining a given adjustment factor of the set of adjustment factors, the given adjustment factor corresponding to the other content item and quantifying an effect of the other content item upon the given content item, and determining the adjusted value based on the base value and the set of adjustment factors. The operations can also include identifying content item spaces in the map space in which content items can be presented, the content item spaces defining a subset of the map space, wherein the identified content items are provided for presentation in the content item spaces. The operations can also include receiving user requests for map directions, the map direction including one or more of a start location on the map and an end location on the map, and selecting the set of content items based on geographic locations associated with the one or more content items and are relevant to one or more of the start location on the map and the end location on the map. The operations can also include receiving path data defining directions from the start location on the map to the end location on the map, and selecting the set of content items based on geographic locations associated with the one or more content items are relevant to path data. Identifying one or more content items includes defining an exclusion zone in the map space, identifying excluded content items that are excluded from the exclusion zone, and precluding the excluded content items from presentation in the exclusion zones.

The systems and techniques described here may provide one or more of the following advantages. First, a system can

increase the aesthetical appeal of maps by selectively reducing the number of advertisements that are shown. Second, the system can increase the usefulness of maps by selectively preventing advertisements from obscuring map landmarks. Third, the system can provide increased advertising value to advertisers by selectively discounting and selecting advertisements to be presented when multiple advertisements for multiple advertisers are available for a selected map view.

The details of one or more implementations are set forth in the accompanying drawings and the description below. Other features and advantages will be apparent from the description and drawings, and from the claims.

DESCRIPTION OF DRAWINGS

FIG. 1 is a block diagram of an example online map advertising environment.

FIG. 2A is an example of a web page that displays advertisements in a map space.

FIG. 2B is an example of a map space incorporated into a general content website.

FIG. 2C is an example of a map space presented at a low zoom level.

FIG. 3 is a flow diagram of an example process for determining a value of an advertisement on a map.

FIG. 4 is a flow diagram of another example process for determining a value of an advertisement on a map.

FIG. 5 is a block diagram of an example computer system of an example online map advertising environment.

Like reference symbols in the various drawings indicate like elements.

DETAILED DESCRIPTION

This document describes systems and techniques for presenting information, such as advertisements, on an online map. In general, online maps can be panned, scrolled, and zoomed in a highly dynamic manner. Depending on a user's view of a map, different combinations of locations can be shown. Similarly, different combinations of advertisements associated with those locations can also be shown depending on the user's view of the map and the amount of display space available for advertisements. Advertisers can advertise on a map to promote businesses that may satisfy a user's intent, such as to identify a navigational route, to explore a geographical area, or locate desired products or services. These advertisers may also find value in differentiating themselves from other advertisers, and/or from being unique in their local area (e.g., being "the only game in town").

An advertisement on a map can have a positive impact on the user, for example by helping the user solve an intent. As such, the value of presenting that advertisement may increase. But advertisements on a map can also have a negative impact on the user, for example by making the map too visually cluttered and "busy", or by blocking the user's view of other important markers. As such, the value of presenting that advertisement may be reduced.

The value of a map-based advertisement can be influenced by other advertisements that are also displayed. For example, if a first advertisement is placed on a map near the advertisements of other similar businesses, the nearby advertisements can detract from the attention that the first advertisement receives and therefore can reduce its value.

For example, an advertiser associated with a particular location may find that advertising space has more or less value depending on whether one or more competitors' or